

1 CLAIMS

2 What is claimed is:

- 3 1. An advertisement distribution system comprising:
4 a content provider system, for providing for a user
5 terminal a content to which an identifier has been added;
6 a user terminal, for receiving said content, via a
7 network, from said content provider system, and for
8 identifying and outputting, to said network, said
9 identifier added to said content; and
10 an advertisement provider system, for the
11 distribution to said user terminal, based on said
12 identifier output by said user terminal, of a
13 predetermined advertisement via said network.
- 14 2. The advertisement distribution system according to
15 claim 1, further comprising:
16 an agent server system, for managing said identifier
17 added to said content,
18 wherein said agent server system employs said
19 identifier, output by said user terminal, to transmit an
20 advertisement distribution trigger to said advertisement
21 provider system for the distribution of said predetermined
22 advertisement.
- 23 3. A content registration/management system comprising:
24 content registration request reception means, for
25 receiving a request for content registration from a

1 content provider that provides content;
2 identifier provision means, for setting an
3 identifier, based on said request that is received, to be
4 added to said content that is to be provided a user
5 terminal, and for providing said identifier to a content
6 provider; and
7 a content ledger database, for storing information
8 related to said identifier provided said content provider.

9 4. The content registration/management system according
10 to claim 3, further comprising:

11 identifier reception means, for receiving from a user
12 terminal an identifier provided for said user terminal;
13 and

14 content reproduction information collection means,
15 for collecting, based on the reception of said identifier,
16 information related to the reproduction of content.

17 5. The content registration/management system according to
18 claim 4, further comprising:

19 an advertisement ledger database for registering a
20 list of contents that can be used as advertisement media;
21 and

22 notification means for searching said advertisement
23 ledger database based on said received identifier, and for
24 transmitting an advertisement distribution request to an
25 advertiser.

26 6. An advertisement distribution management system, which
27 is connected to a user terminal connected to a network and

1 which manages the distribution of an advertisement to a
2 user terminal, comprising:

3 an advertisement ledger database, for the storage
4 therein of a list to which content used as an
5 advertisement medium and information concerning an
6 advertisement distribution site for disseminating said
7 advertisement when said content is reproduced;

8 reception means, for receiving a content ID output by
9 said user terminal when said content is reproduced;

10 search means, for performing a search, based on said
11 content ID, of said advertisement ledger database for said
12 predetermined advertisement distribution site; and

13 notification means, for issuing to said advertisement
14 distribution site, when found, an advertisement
15 distribution request.

16 7. The advertisement distribution/management system
17 according to claim 6, wherein said reception means
18 receives address information for said user terminal, and
19 said notification means transmits the address information
20 to said advertisement distribution site.

21 8. A content provider system, which is connected to a
22 user terminal via a network and which provides a content
23 for said user terminal, comprising:

24 storage means, for storing pertinent content and a
25 corresponding content ID for identifying said pertinent
26 content;

27 reception means, for receiving a content download
28 request from said user terminal; and

1 content provision means, for reading, based on said
2 content downloading request, said pertinent content and
3 said corresponding content ID from said storage means, and
4 for providing for said user terminal said pertinent
5 content and said content ID.

6 9. The content provider system according to claim 8,
7 wherein said storage means is used to store a content with
8 a content ID being embedded.

9 10. The content provider system according to claim 8,
10 further comprising:
11 registration request output means, for outputting a
12 registration request to an agent server that manages a
13 content ID; and
14 content ID reception means, for receiving, based on
15 said registration request, said content ID from said agent
16 server.

17 11. A user terminal comprising:
18 content reproduction means, for reproducing content
19 wherein a content ID has been embedded;
20 detection means, for detecting said embedded content
21 ID when said content is to be reproduced;
22 notification means, for transmitting said detected
23 content ID to a predetermined server via a network; and
24 additional information reception means for receiving
25 from a predetermined additional information distribution
26 site, via a network, additional information corresponding
27 to said content ID.

1 12. The user terminal according to claim 11, wherein,
2 before reproduction of said content, said content
3 reproduction means outputs said additional information
4 received by said additional information reception means.

5 13. The user terminal according to claim 11, further
6 comprising:
7 content search means, for searching, via a network,
8 for preferred content in a predetermined server; and
9 downloading means, for downloading, as a search
10 result obtained by said content search means, content in
11 which said content ID is embedded.

12 14. An advertisement distributor system comprising:
13 registration request output means, for outputting an
14 advertisement registration request to an agent server
15 system that manages an identifier included in
16 predetermined content;
17 address information reception means, for receiving
18 address information for a user terminal that reproduces
19 content; and
20 advertisement data distribution means, for
21 distributing advertisement data that is output to said
22 user terminal for content reproduction.

23 15. The advertisement distributor system according to
24 claim 14, further comprising:
25 bill reception means, for receiving from said agent
26 server system a bill corresponding to the frequency

1 whereat content is reproduced; and
2 advertisement fee payment means, for paying an
3 advertisement fee in accordance with said bill.

4 16. A content reproduction program that permits a
5 computer, for reproduction of content in which a content
6 ID is embedded, to perform:

7 a function for detecting said content ID embedded in
8 said content;

9 a function for transmitting said content ID via a
10 network; and

11 a function for, before content reproduction,
12 outputting advertisement data, based on said content ID,
13 that has been received via said network.

14 17. The content reproduction program according to claim
15 16, wherein said function for outputting said
16 advertisement data that is received displays an
17 advertisement, interacting with the reproduction of said
18 content.

19 18. A storage medium on which a computer stores a
20 computer-readable program that permits said computer to
21 perform:

22 a process for, before content reproduction, detecting
23 said content ID embedded in said content;

24 a process for transmitting said content ID via a
25 network; and

26 a process for outputting additional information,
27 based on said content ID, that are received via a network,

1 while interacting with said content reproduction.

2 19. An additional information distribution method
3 comprising the steps of:

4 providing an identifier for digital content to
5 identify said digital content;

6 detecting said identifier before reproduction of said
7 digital content to which said identifier is added;

8 transmitting said detected identifier, together with
9 user terminal information, to a network; and

10 distributing predetermined additional information to
11 said user terminal based on said identifier that is
12 transmitted.

13 20. The additional information distribution method
14 according to claim 19, wherein said predetermined
15 additional information to be distributed is an
16 advertisement that corresponds to said digital content.

17 21. The additional information distribution method
18 according to claim 20, further comprising the steps of:

19 counting said identifiers transmitted to said
20 network; and

21 charging an advertisement distributor in accordance
22 with the number of advertisements that are distributed.

23 22. A content distribution system comprising:

24 a content provider system, for providing for a user
25 terminal a content to which an identifier has been added;

26 a user terminal, for receiving said content, via a

1 network, from said content provider system, and for
2 identifying and outputting, to said network, said
3 identifier added to said content; and
4 an content provider system, for the distribution to
5 said user terminal, based on said identifier output by
6 said user terminal, of predetermined content via said
7 network.

8 23. A method comprising steps to implement the functions
9 of the content distribution system of claim 22.

10 24. A method comprising steps to implement the functions
11 of the content registration/management system of claim 3.

12 25. A method comprising steps to implement the functions
13 of the advertisement distribution management system of
14 claim 6.

15 26. A method comprising steps to implement the functions
16 of the content provider system of claim 8.

17 27. A method comprising steps to implement the functions
18 of the user terminal of claim 11.

19 28. A method comprising steps to implement the functions
20 of the advertisement distributor system of claim 14.

21 29. An article of manufacture comprising a computer usable
22 medium having computer readable program code means embodied
23 therein for causing content distribution, the computer

1 readable program code means in said article of manufacture
2 comprising computer readable program code means for causing
3 a computer to effect the steps of claim 23.

4 30. A computer program product comprising a computer
5 usable medium having computer readable program code means
6 embodied therein for causing advertisement distribution,
7 the computer readable program code means in said computer
8 program product comprising computer readable program code
9 means for causing a computer to effect the functions of
10 claim 1.

11 31. A computer program product comprising a computer
12 usable medium having computer readable program code means
13 embodied therein for causing content
14 registration/management, the computer readable program code
15 means in said computer program product comprising computer
16 readable program code means for causing a computer to
17 effect the functions of claim 3.

18 32. A computer program product comprising a computer
19 usable medium having computer readable program code means
20 embodied therein for causing content provision, the
21 computer readable program code means in said computer
22 program product comprising computer readable program code
23 means for causing a computer to effect the functions of
24 claim 8.

25 33. A computer program product comprising a computer
26 usable medium having computer readable program code means

1 embodied therein for causing content advertisement
2 distribution, the computer readable program code means in
3 said computer program product comprising computer readable
4 program code means for causing a computer to effect the
5 functions of claim 14.